

REQUIREMENT UNDER 37 C.F.R. 1.121

As also required under 27 C.F.R. 1.121, and pursuant to the present Amendment, the Abstract of Disclosure should read as follows:

--ABSTRACT OF DISCLOSURE

An Internet-based consumer-service brand marketing, merchandising and education/information system comprising a central RDBMS for storing a central database of links between the Universal Service Number (USN) assigned to a particular service offered by a service-provider, the Service Mark used in connection with the particular service, the Service Description (SD) assigned to the particular service, and the set of Universal Resource Locators (URLs) pointing to information resources on the WWW relating thereto. The System enables the service-provider's brand managers to create and manage a database of USN/SM/SN/URL links to create a desired brand image for each consumer service. Service-providers, retailer, their agents can deploy Java-enabled multi-mode type virtual kiosks along any Web-enabled consumer touchpoint. The system enables service-providers, retailers, their agents and others to display advertisement and promotional spots on subnetworks of multi-mode virtual kiosks, as well as menus of USN/SM/SN/URL links relating to brand-building information about such consumer services.--